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Voluntary Public

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GAIN Report Number:

China - Peoples Republic of

Post: Chengdu ATO

American Craft Beer Pub Crawl in Chengdu

Report Categories:

Agricultural Trade Office Activities

Market Promotion/Competition

Beverages

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Report Highlights:

On January 21-22, 2016, ATO Chengdu held its first American Craft Beer Pub Crawl in Chengdu. The event was designed to promote U.S. craft beer to consumers, to increase consumers' awareness of local establishments offering U.S. craft beer, and to facilitate connections between suppliers of U.S. craft beer and local bars and restaurants. In total, the event showcased around 80 unique beers from 33 U.S. brands at 11 Chengdu establishments. Post received positive feedback from suppliers and bars, many of whom expect a 10 to 20 percent increase in sales of U.S. beer over the next 12 months.

For access to the full report, please contact atochengdu@fas.usda.gov

General Information:

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